

IN THE SPECIFICATION:

Page 16, first full paragraph is amended as follows:

If the accepted response is the “credit” at step 206, the credit process is implemented whereby the amount of Cyber Credit equal to the selling price of the gift merchandise is calculated at step 210. In the settlement process 2 that follows, the calculated amount of Cyber Credit is saved or entered in the recipient’s individual account or ledger. Other ledger entries as required for the confirmed “credit” are also made at this time. An explanation of “ledger” is again omitted here. Reference may be made to a detailed explanation given later using examples thereof in an application of the business operation/management apparatus. The same is applicable to an explanation of the contents and modes of the individual account for Cyber Credit.

Page 16, second full paragraph is amended as follows:

If, on the other hand, the accepted order is for the ordinary purchase of merchandise at step 201, the information on the orderer, delivery destination, merchandise to be purchased and the like is identified at step 212. Examples of the “information on the orderer” include the orderer’s name, address, contract address/telephone number and e-mail address. As for the “information on the delivery destination,” if the destination of merchandise delivery differs from the address of the purchaser or orderer, the address of the destination is additionally specified. Examples of the “information on the merchandise to be purchased” include the product name, product number and quantity (number of pieces) of merchandise to be purchased. When all information is identified, settlement process 3 is implemented next at step 213 and delivery is arranged at step 214. The settlement as processed here is for the payment of the purchase amount primarily relative to an order for a gift by a purchaser. As is the case with an order for a gift, the amount may be settled through actual payment (including payment by a credit card, for instance) or by Cyber Credit. Ledger entries and the like are also made relative to settlement at this time. An explanation of the contents and methods of ledger entries is omitted here. Reference may be made to a detailed explanation given later using examples of various ledgers in an application of the business operation/management apparatus.

Page 25, the second full paragraph is rewritten as follows:

Fig. 10 is a flowchart showing a summary of the gift-request process at step [[902]] 903.

As the chart shows, the gift-request process includes the gift-request acceptance process at step 1001 for the sender, the gift e-mail creation process at step 1002 to provide the recipient with a description of the gift order, and the gift e-mail transmission process at step 1003 to transmit the same to the recipient. In the gift-request acceptance process at step 1001, a web page as shown in Fig. 19 is displayed. This web page shows a plurality of dealers (virtual outlet stores). The sender would select a desired dealer on the web page. Next, the merchandise carried by each dealer is presented. Fig. 20 shows an example of the web page to be displayed at the sender's end. As illustrated, this example displays the product name, product number, selling price and image-data information for each item. All such information relative to the merchandise carried is stored in the memory of business operation/management apparatus 1 as merchandise data files, as shown in Fig. 27. Fig. 28 (b) shows the contents (an example) of a merchandise data file. As illustrated, this file stores the dealer, product name, product category, product number, selling price and applicable image-data information for each item. The data configuration allows web display by merchandise category, selling price and others, in addition to display by the dealer.